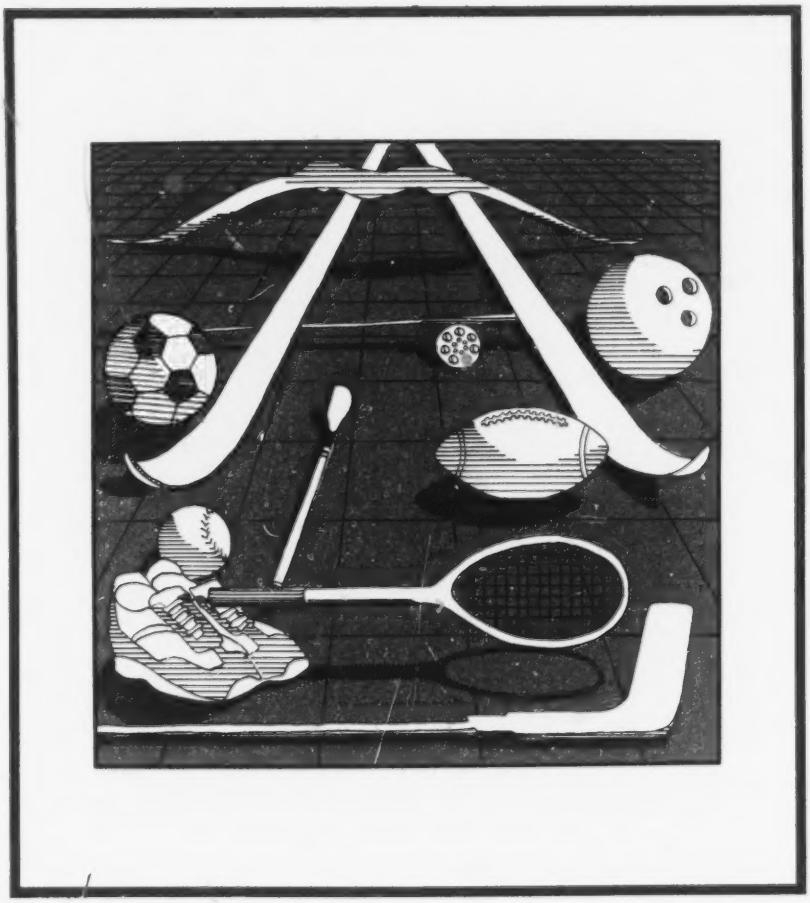
A8485-2 $75.00

THE SPORTING GOODS MARKET IN 1980

including demographics for 1979 based on interviews with 80,000 American families



THE NATIONAL SPORTING GOODS ASSOCIATION

THE SPORTING GOODS MARKET IN 1980

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

Price $75.00

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1978 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1979 consumer purchases of sporting goods products based on a survey among a total of 80,000 families. This large panel was divided into four representative samples of 20,000 families each so that a maximum number of individual sporting goods products could be included in the survey. In total, 75 products were included in the Study, showing:

1. Number of items bought
2. Total dollars spent
3. The sex and age of the major user or owner of the product, based on the most recent purchase.

Replies were received from approximately 80% of the sample.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases we rely on knowledgeable industry sources. Considering the growing popularity of sports-style clothing, our sales projections may grossly understate the size of the market. So much of this clothing is used for both athletics and leisure that definitions are cloudy.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data can show percent distribution of purchases by price point, by state, and by DMA. Also, the fact that we have identified recent purchasers of 75 different products means that follow-up studies among recent owners can easily be done on specific products. There is a cost for providing additional data. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The footnotes used in this report are explained below:

(a) Estimated for 1978. Not included in 1978 consumer survey.
(b) Estimated for 1979. Not included in 1979 consumer survey.
(e) Estimated. Not included in consumer survey for that year.
n.a. Not available
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(in millions)

Product Category	*1978*	*1979*	*1980*	*Percent Increase 1980 vs. 1979*
Archery Equipment	$ 127.4	$ 141.8	$ 153.0	8%
Baseball & Softball Equipment	168.6	187.5	203.0	8
Basketball Equipment	148.6*	182.3	200.0	10
Billiard Equipment	120.9	139.7	152.0	9
Bowling Accessories	119.3	127.4	138.0	8
Camping Equipment	472.3	488.3	513.0	5
Exercise Equipment	1,054.0	1,206.5	1,387.0	15
Firearms & Hunting Equipment	1,241.6	1,356.7	1,452.0	7
Fishing Tackle	476.0	515.5	562.0	9
Football Equipment	71.5	74.9	81.0	8
Golf Equipment	508.4	536.7	585.0	9
Ice Skates & Hockey Equipment	68.4	63.9	68.0	6
Racquetball Racquets	50.7*	82.5	99.0	20
Skateboards & Roller Skates	63.9	90.4	136.0	50
Skin Diving & Scuba Gear	65.3	68.6	73.0	7
Snow Skiing Equipment				
Downhill Equipment	476.7	474.5	531.0	12
Cross-country Equipment	116.8	131.7	158.0	20
	593.5	606.2	689.0	14
Soccer Equipment	84.5	97.5	109.0	12
Table Tennis Equipment	33.8*	36.7	37.0	-
Tennis Equipment	670.6	660.7	720.0	9
Toboggans	11.0	12.0	13.0	8
Water Skis	122.6	123.3	123.0	-
Yard Games	35.7	28.1	31.0	10
Athletic Goods Team Sales	1,060.8	1,225.2	1,311.0	7
Sub-total	$ 7,369.4	$ 8,052.4	$ 8,835.0	10
*Recreational Transport***				
Bicycles & Supplies	$ 1,005.8	$ 1,290.1	$ 1,419.0	10
Pleasure Boats, Motors & Accessories	3,435.0	3,630.0	2,723.0	(25)
Recreational Vehicles	4,077.0	2,139.0	1,882.0	(12)
Snowmobiles	310.6	254.4	273.0	7
Total Recreational Transport	$ 8,828.4	$ 7,313.5	$ 6,297.0	(14)
Total All Products	$16,197.8	$15,365.9	$15,132.0	(2)

* Revised

** Sales and forecasts were provided by industry associations.

DETAILED SALES PROJECTIONS AND DEMOGRAPHICS

The data showing percent of units by age and sex of owner or major user is based only on the *most recent* purchase. The percentages are indicative of the relative unit sales by type of outlet, but they do not represent the actual percent of units sold by each type of outlet.

The geographic regions referred to in the following tables are shown on the map below.

ARCHERY EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Bows	815	$79.46	$64,760	2%	13%
Arrows (Dozens)	-	-	44,000		10 (a)(b)
Accessories	-	-	33,000		10 (a)(b)
Total			$141,760		11

BOWS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	59.4%	$ 92.62
Female	5.6	124.00
Multiple User	-	-
No Answer	35.0	49.95
Total	100.0%	$79.46
Under 15	9.1%	$27.58
15 - 24	14.7	95.29
25 - 44	23.1	92.21
45 & Older	2.8	*
Multiple User	-	-
No Answer	50.3	77.17
Total	100.0%	$79.46

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	.9	31.8
1974	1.1	40.1
1975	1.0	53.8
1976	.9	61.8
1977	.8	61.9
1978	.8	57.4
1979	.8	64.8

ARCHERY EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BOWS
Geographic Region	
New England	3.0%
Middle Atlantic	16.3
East North Central	26.8
West North Central	9.9
South Atlantic	12.8
East South Central	4.5
West South Central	10.9
Mountain	5.3
Pacific	10.5
Total	100.0%
Annual Family Income	
Under $15,000	25.2%
$15,000 - $24,999	38.1
$25,000 - $34,999	23.7
$35,000 & Over	13.0
Total	100.0%
Husband's Education	
Less than High School	13.2%
High School	44.1
Some College	20.0
College Graduate	16.1
No Husband	6.6
Total	100.0%

BASEBALL AND SOFTBALL EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Percent Increase (Decrease) vs. 1978 Dollars	
Balls	6,000	$ 3.24	$19,440	(3%)	8%	
Bats	2,440	7.62	18,593	6	16	
Gloves	4,160	19.30	80,288	4	9	
Shoes (pair)	2,710	16.61	45,013	(12)	3	
Uniforms			24,200	-		(a)
Total			$187,534		11	

Note: Only includes purchases by consumers. Balls, bats and uniforms are sold mainly to schools and teams. Sales to teams are shown on page 89.

BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	75.5%	$3.17
Female	11.8	3.53
Multiple User	6.0	3.56
No Answer	6.7	3.25
Total	100.0%	$3.24
Under 15	70.5%	$3.09
15 - 24	7.0	3.48
25 - 44	10.3	3.88
45 & Older	1.4	*
Multiple User	6.0	3.56
No Answer	4.8	3.35
Total	100.0%	$3.24

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	8.6	19.6
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	5.3	15.6
1978	6.2	18.0
1979	6.0	19.4

BASEBALL AND SOFTBALL EQUIPMENT

BATS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	71.7%	$7.66
Female	11.8	7.13
Multiple User	6.8	7.28
No Answer	9.7	8.20
Total	100.0%	$7.62
Under 15	68.8%	$7.00
15 - 24	7.8	10.68
25 - 44	11.2	9.49
45 & Older	.4	*
Multiple User	6.8	7.28
No Answer	5.0	7.25
Total	100.0%	$7.62

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	4.4	21.0
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	2.3	16.0
1979	2.4	18.6

GLOVES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	74.6%	$19.73
Female	18.1	18.01
Multiple User	1.1	13.56
No Answer	6.2	18.90
Total	100.0%	$19.30
Under 15	62.3%	$15.21
15 - 24	12.4	27.42
25 - 44	19.8	26.58
45 & Older	.6	36.20
Multiple User	1.1	13.56
No Answer	3.8	21.00
Total	100.0%	$19.30

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	5.5	57.5
1974	n.a.	n.a.
1975	3.6	56.8
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3

BASEBALL AND SOFTBALL EQUIPMENT

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	87.9%	$16.59
Female	8.1	15.08
Multiple User	.2	*
No Answer	3.9	19.74
Total	100.0%	$16.61
Under 15	49.8%	$12.91
15 - 24	22.5	22.70
25 - 44	24.0	18.91
45 & Older	1.2	*
Multiple User	.2	*
No Answer	2.3	*
Total	100.0%	$16.61

1973-1979 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1973	3.4	29.5
1974	n.a.	n.a.
1975	2.3	28.5
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0

UNIFORMS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Expenditure Per Uniform
Male	76.0%	$21.16
Female	18.5	15.22
Multiple User	-	-
No Answer	5.5	*
Total	100.0%	$20.18
Under 15	35.0%	$16.90
15 - 24	17.1	21.12
25 - 44	45.2	22.30
45 & Older	-	-
Multiple User	-	-
No Answer	2.7	21.25
Total	100.0%	$20.18

1973-1979 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1973		12.6
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		17.0 (e)
1979		24.2

BASEBALL AND SOFTBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BALLS
Geographic Region	
New England	5.0%
Middle Atlantic	18.0
East North Central	22.0
West North Central	7.5
South Atlantic	14.2
East South Central	7.1
West South Central	9.3
Mountain	3.9
Pacific	13.0
Total	100.0%
Annual Family Income	
Under $15,000	26.9%
$15,000 - $24,999	37.6
$25,000 - $34,999	24.9
$35,000 & Over	10.6
Total	100.0%
Husband's Education	
Less than High School	10.3%
High School	30.1
Some College	24.5
College Graduate	28.3
No Husband	6.8
Total	100.0%

BASEBALL AND SOFTBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	GLOVES	BATS
Geographic Region		
New England	6.9%	3.9%
Middle Atlantic	19.7	19.1
East North Central	20.1	20.3
West North Central	8.9	8.4
South Atlantic	15.4	17.0
East South Central	6.4	4.6
West South Central	9.1	10.4
Mountain	3.3	3.5
Pacific	10.2	12.8
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	17.6%	19.3%
$15,000 - $24,999	40.3	41.7
$25,000 - $34,999	28.3	28.6
$35,000 & Over	13.8	10.4
Total	100.0%	100.0%
Husband's Education		
Less than High School	8.0%	9.4%
High School	30.9	34.4
Some College	26.8	24.8
College Graduate	27.9	25.7
No Husband	6.4	5.7
Total	100.0%	100.0%

BASEBALL & SOFTBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOES	UNIFORMS
Geographic Region		
New England	3.8%	2.8%
Middle Atlantic	17.6	16.3
East North Central	18.5	21.4
West North Central	6.6	8.3
South Atlantic	14.4	21.4
East South Central	5.9	5.8
West South Central	12.9	10.9
Mountain	4.5	3.7
Pacific	15.8	9.4
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	18.7%	18.5%
$15,000 - $24,999	34.6	39.8
$25,000 - $34,999	30.4	32.4
$35,000 & Over	16.3	9.3
Total	100.0%	100.0%
Husband's Education		
Less than High School	6.1%	6.4%
High School	31.2	36.0
Some College	21.2	27.3
College Graduate	35.5	23.5
No Husband	6.0	6.8
Total	100.0%	100.0%

BASKETBALL EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Basketballs	3,170	$12.74	$ 40,383	5%	19%
Shoes (pair)	5,230	22.70	118,721	9	22
Backboards	630	36.74	23,146		36 (a)
Total			$182,253		23

Note: Consumer purchases of basketball shoes for 1977 and 1978 were found to be in error. The revised 1977 projections are 5.0 million pair and $83.6 million. For 1978 the projections are revised to 4.8 million pair and $97.6 million.

BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	71.0%	$13.02
Female	13.2	12.04
Multiple User	10.1	12.13
No Answer	5.7	11.97
Total	100.0%	$12.74
Under 15	59.1%	$11.41
15 - 24	18.0	15.90
25 - 44	8.6	16.02
45 & Older	.6	*
Multiple User	10.1	12.13
No Answer	3.6	12.76
Total	100.0%	$12.74

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	4.5	34.2
1974	n.a.	n.a.
1975	3.3	30.3
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4

BASKETBALL EQUIPMENT

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	78.1%	$23.10
Female	16.4	22.17
Multiple User	.4	*
No Answer	5.1	17.50
Total	100.0%	$22.70
Under 15	35.6%	$20.12
15 - 24	32.6	25.76
25 - 44	26.6	22.10
45 & Older	1.6	*
Multiple User	.4	*
No Answer	3.2	*
Total	100.0%	$22.70

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	4.4	48.7
1974	n.a.	n.a.
1975	4.7	68.4
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7

BACKBOARDS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	55.9%	$33.80
Female	15.1	33.96
Multiple User	21.1	51.00
No Answer	7.9	*
Total	100.0%	$36.74
Under 15	48.0%	$35.01
15 - 24	11.2	26.47
25 - 44	7.2	*
45 & Older	1.3	*
Multiple User	21.1	51.00
No Answer	11.2	*
Total	100.0%	$36.74

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	.7	15.4
1974	n.a.	n.a.
1975	n.a.	15.0 (e)
1976	n.a.	16.5 (e)
1977	.6	17.0
1978	n.a.	17.0 (e)
1979	.6	23.1

BASKETBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BALLS
Geographic Region	
New England	5.2%
Middle Atlantic	14.0
East North Central	21.7
West North Central	6.0
South Atlantic	17.8
East South Central	8.0
West South Central	9.8
Mountain	5.3
Pacific	12.2
Total	100.0%
Annual Family Income	
Under $15,000	20.9%
$15,000 - $24,999	42.4
$25,000 - $34,999	20.8
$35,000 & Over	15.9
Total	100.0%
Husband's Education	
Less than High School	7.7%
High School	31.7
Some College	20.8
College Graduate	31.4
No Husband	8.4
Total	100.0%

BASKETBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOES	BACK-BOARDS
Geographic Region		
New England	4.3%	4.3%
Middle Atlantic	15.9	10.9
East North Central	20.2	26.5
West North Central	8.2	8.4
South Atlantic	18.4	19.4
East South Central	8.5	5.4
West South Central	6.8	12.2
Mountain	4.7	3.6
Pacific	13.0	9.3
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	18.4%	8.4%
$15,000 - $24,999	36.3	42.5
$25,000 - $34,999	27.9	24.1
$35,000 & Over	17.4	25.0
Total	100.0%	100.0%
Husband's Education		
Less than High School	6.0%	6.2%
High School	29.1	22.3
Some College	21.0	29.4
College Graduate	37.6	42.1
No Husband	6.3	-
Total	100.0%	100.0%

BICYCLES

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Full-size Bicycles	6,372	$111.33	$709,395			(a)
Dirt (BMX) Bicycles	864	183.37	158,432			(a)
Other Children's Bicycles	3,564	66.96	238,645			(a)
Accessories			183,600			(a)(b)
Total			$1,290,072		28	

FULL-SIZE BICYCLES

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	42.5%	$120.79
Female	52.7	105.44
Multiple User	1.4	*
No Answer	3.4	94.57
Total	100.0%	$111.33
Under 15	44.7%	$102.98
15 - 24	21.0	131.23
25 - 44	24.4	110.47
45 & Older	7.1	114.43
Multiple User	1.4	*
No Answer	1.4	*
Total	100.0%	$111.33

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	6.3	709.4

BICYCLES

DIRT (BMX) BICYCLES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	91.2%	$173.47
Female	4.1	*
Multiple User	.6	*
No Answer	4.1	*
Total	100.0%	$183.37
Under 15	80.4%	$138.87
15 - 24	10.8	354.50
25 - 44	5.4	*
45 & Older	1.4	*
Multiple User	.6	*
No Answer	1.4	*
Total	100.0%	$183.37

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	.9	158.4

OTHER CHILDREN'S BICYCLES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	54.3%	$67.98
Female	40.5	62.12
Multiple User	.9	*
No Answer	4.3	80.87
Total	100.0%	$66.96
Under 15	94.8%	$64.86
15 - 24	1.8	*
25 - 44	.9	*
45 & Older	-	-
Multiple User	.9	*
No Answer	1.6	*
Total	100.0%	$66.96

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	3.6	238.6

BICYCLES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	FULL-SIZE BICYCLES
Geographic Region	
New England	5.9%
Middle Atlantic	23.0
East North Central	20.7
West North Central	7.1
South Atlantic	13.2
East South Central	5.2
West South Central	6.8
Mountain	3.9
Pacific	14.2
Total	100.0%
Annual Family Income	
Under $15,000	17.8%
$15,000 - $24,999	40.6
$25,000 - $34,999	24.9
$35,000 & Over	16.7
Total	100.0%
Husband's Education	
Less than High School	8.8%
High School	28.5
Some College	20.8
College Graduate	35.0
No Husband	6.9
Total	100.0%

BICYCLES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	DIRT (BMX) BICYCLES	OTHER CHILDREN'S BICYCLES
Geographic Region		
New England	3.2%	5.7%
Middle Atlantic	16.3	22.3
East North Central	19.1	19.1
West North Central	17.8	6.8
South Atlantic	11.6	12.2
East South Central	3.2	6.6
West South Central	4.3	9.0
Mountain	6.6	4.9
Pacific	17.9	13.4
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	29.0%	25.2%
$15,000 - $24,999	32.4	41.2
$25,000 - $34,999	22.2	19.7
$35,000 & Over	16.4	13.9
Total	100.0%	100.0%
Husband's Education		
Less than High School	11.4%	7.2%
High School	38.1	30.6
Some College	19.5	22.6
College Graduate	23.7	31.4
No Husband	7.3	8.2
Total	100.0%	100.0%

BILLIARD EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Billiard Tables (selling for over $99.50)	240	$517.85	$124,284	2%	16%
Supplies			15,400		10 (a)(b)
Total			$139,684		16

----------TABLES----------

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	44.9%	$513.09
Female	2.6	*
Multiple User	48.1	528.36
No Answer	4.4	*
Total	100.0%	$517.85
Under 15	2.6%	*
15 - 24	9.0	*
25 - 44	27.5	$518.81
45 & Older	7.0	*
Multiple User	48.1	528.36
No Answer	5.8	*
Total	100.0%	$517.85

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	.3	128.6
1976	.3	116.4
1977	.2	93.9
1978	.2	106.9
1979	.2	124.3

BILLARD EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	TABLES
Geographic Region	
New England	4.4%
Middle Atlantic	10.8
East North Central	26.9
West North Central	8.8
South Atlantic	10.1
East South Central	3.4
West South Central	10.3
Mountain	8.4
Pacific	16.9
Total	100.0%
Annual Family Income	
Under $15,000	11.1%
$15,000 - $24,999	19.0
$25,000 - $34,999	36.4
$35,000 & Over	33.5
Total	100.0%
Husband's Education	
Less than High School	9.1%
High School	28.2
Some College	25.4
College Graduate	33.1
No Husband	4.2
Total	100.0%

BOWLING ACCESSORIES

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Balls	2,210	$30.71	$67,869	(4%)	2%
Bags	1,815	14.85	26,953	(3)	7
Shoes (pair)	1,820	17.91	32,596	7	17
Total			$127,418		7

BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	54.1%	$32.37
Female	43.8	28.64
Multiple User	.4	*
No Answer	1.7	*
Total	100.0%	$30.71
Under 15	11.5%	$24.35
15 - 24	21.4	30.47
25 - 44	44.2	32.11
45 & Older	20.5	31.44
Multiple User	.4	*
No Answer	2.0	*
Total	100.0%	$30.71

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	2.2	48.8
1974	2.6	65.1
1975	2.4	61.8
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9

BOWLING ACCESSORIES

BAGS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	48.3%	$16.06
Female	42.6	13.52
Multiple User	.6	*
No Answer	8.5	14.72
Total	100.0%	$14.85
Under 15	8.4%	$10.12
15 - 24	21.7	14.29
25 - 44	43.0	15.71
45 & Older	16.6	15.29
Multiple User	.6	*
No Answer	9.7	15.74
Total	100.0%	$14.85

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*	
1973	n.a.	16.8	(e)
1974	n.a.	21.2	(e)
1975	n.a.	21.2	(e)
1976	1.7	20.3	
1977	1.8	24.6	
1978	1.9	25.1	
1979	1.8	27.0	

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	38.4%	$19.96
Female	54.6	16.56
Multiple User	-	-
No Answer	7.0	18.65
Total	100.0%	$17.91
Under 15	3.6%	$16.86
15 - 24	17.2	17.65
25 - 44	50.4	17.92
45 & Older	21.4	18.03
Multiple User	-	-
No Answer	7.4	18.60
Total	100.0%	$17.91

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*	
1973	2.0	22.8	
1974	n.a.	25.1	(e)
1975	n.a.	25.8	(e)
1976	1.6	24.0	
1977	1.7	26.3	
1978	1.7	27.8	
1979	1.8	32.6	

BOWLING ACCESSORIES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BALLS
Geographic Region	
New England	5.4%
Middle Atlantic	21.9
East North Central	29.6
West North Central	6.8
South Atlantic	11.5
East South Central	2.8
West South Central	8.0
Mountain	2.9
Pacific	11.1
Total	100.0%
Annual Family Income	
Under $15,000	22.8%
$15,000 - $24,999	38.4
$25,000 - $34,999	26.3
$35,000 & Over	12.5
Total	100.0%
Husband's Education	
Less than High School	10.5%
High School	37.7
Some College	22.7
College Graduate	20.0
No Husband	9.1
Total	100.0%

BOWLING ACCESSORIES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BAGS	SHOES
Geographic Region		
New England	5.0%	5.9%
Middle Atlantic	20.4	23.3
East North Central	30.6	26.2
West North Central	6.0	7.4
South Atlantic	11.8	13.6
East South Central	2.9	2.4
West South Central	7.9	8.0
Mountain	2.7	1.9
Pacific	12.7	11.3
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	23.5%	25.9%
$15,000 - $24,999	38.1	40.4
$25,000 - $34,999	25.4	23.2
$35,000 & Over	13.0	10.5
Total	100.0%	100.0%
Husband's Education		
Less than High School	10.5%	9.9%
High School	39.5	38.6
Some College	21.9	21.5
College Graduate	18.7	20.7
No Husband	9.4	9.3
Total	100.0%	100.0%

CAMPING EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Backpacks	1,605	$25.23	$ 40,494	18%	24%	
Tents	1,305	83.86	109,437	(10)	-	
Sleeping Bags	3,960	26.13	103,475	(12)	(9)	
Ice Chests	6,570	15.30	100,521	4	2	
Hiking Boot (pair)	1,320	41.42	54,674	10	23	
Lanterns	2,080	18.52	38,522	4	20	
Stoves			32,000			(b)
Heaters			9,160			(b)
Total			$488,283		3	

BACKPACKS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	63.6%	$28.60
Female	28.7	17.43
Multiple User	3.8	21.62
No Answer	3.9	31.27
Total	100.0%	$25.23
Under 15	39.1%	$16.23
15 - 24	30.9	31.90
25 - 44	20.5	32.00
45 & Older	3.6	31.40
Multiple User	3.8	21.62
No Answer	2.1	*
Total	100.0%	$25.23

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	1.7	29.4
1974	1.8	33.7
1975	1.7	35.9
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5

TENTS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	35.8%	$66.50
Female	9.9	59.77
Multiple User	44.9	105.04
No Answer	9.4	74.16
Total	100.0%	$83.86
Under 15	18.5%	$39.36
15 - 24	16.1	71.96
25 - 44	12.5	88.87
45 & Older	3.1	107.63
Multiple User	44.9	105.04
No Answer	4.9	67.07
Total	100.0%	$83.86

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	2.3	132.4
1974	1.8	105.4
1975	1.7	112.8
1976	1.7	120.9
1977	1.3	96.7
1978	1.5	109.7
1979	1.3	109.4

SLEEPING BAGS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	52.0%	$29.20
Female	33.9	22.35
Multiple User	8.3	26.06
No Answer	5.8	20.84
Total	100.0%	$26.13
Under 15	50.8%	$21.10
15 - 24	17.1	33.91
25 - 44	16.4	33.92
45 & Older	4.4	27.42
Multiple User	8.3	26.06
No Answer	3.0	*
Total	100.0%	$26.13

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	7.7	143.5
1974	6.8	137.9
1975	5.9	139.9
1976	6.4	151.9
1977	5.1	130.8
1978	4.5	114.3
1979	4.0	103.5

ICE CHEST

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	27.9%	$14.55
Female	11.4	11.43
Multiple User	54.8	16.39
No Answer	5.9	16.05
Total	100.0%	$15.30
Under 15	.6%	$ *
15 - 24	8.9	11.70
25 - 44	23.2	14.34
45 & Older	7.9	13.99
Multiple User	54.8	16.39
No Answer	4.6	16.52
Total	100.0%	$15.30

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	86.0 (e)
1976	6.6	92.9
1977	7.3	98.7
1978	6.3	98.3
1979	6.6	100.5

CAMPING EQUIPMENT

HIKING BOOTS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	69.0%	$42.74
Female	24.9	37.40
Multiple User	-	-
No Answer	6.1	42.85
Total	100.0%	$41.42
Under 15	21.8%	$32.21
15 - 24	35.6	43.56
25 - 44	23.9	45.74
45 & Older	12.9	40.93
Multiple User	-	-
No Answer	5.8	46.05
Total	100.0%	$41.42

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	46.0 (e)
1977	1.5	50.4
1978	1.2	44.4
1979	1.3	54.7

LANTERNS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	45.2%	$18.65
Female	6.4	17.04
Multiple User	41.5	18.45
No Answer	6.9	19.36
Total	100.0%	$18.52
Under 15	1.9%	$ *
15 - 24	11.1	20.82
25 - 44	30.5	18.37
45 & Older	8.9	19.59
Multiple User	41.5	18.45
No Answer	6.1	17.77
Total	100.0%	$18.52

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	2.7	37.0
1974	n.a.	35.2 (e)
1975	2.0	31.9
1976	2.2	37.5
1977	2.3	38.2
1978	2.0	32.1
1979	2.1	38.5

CAMPING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BACKPACKS	TENTS
Geographic Region		
New England	7.7%	7.9%
Middle Atlantic	19.5	17.2
East North Central	16.0	19.9
West North Central	6.4	6.7
South Atlantic	8.6	10.0
East South Central	3.7	4.1
West South Central	4.3	9.6
Mountain	8.0	6.1
Pacific	25.8	18.5
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	18.1%	25.4%
$15,000 - $24,999	33.8	37.9
$25,000 - $34,999	27.5	26.0
$35,000 & Over	20.6	10.7
Total	100.0%	100.0%
Husband's Education		
Less than High School	6.4%	9.3%
High School	21.5	31.2
Some College	21.5	23.7
College Graduate	41.7	30.0
No Husband	8.9	5.8
Total	100.0%	100.0%

CAMPING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SLEEPING BAGS	ICE CHESTS
Geographic Region		
New England	6.5%	4.6%
Middle Atlantic	17.1	15.3
East North Central	18.2	15.9
West North Central	5.1	5.7
South Atlantic	10.0	13.7
East South Central	3.0	5.8
West South Central	7.5	16.4
Mountain	8.4	5.5
Pacific	24.2	17.1
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	24.6%	24.2%
$15,000 - $24,999	38.3	38.7
$25,000 - $34,999	24.5	24.0
$35,000 & Over	12.6	13.1
Total	100.0%	100.0%
Husband's Education		
Less than High School	9.7%	11.9%
High School	24.2	31.9
Some College	24.4	24.1
College Graduate	33.5	26.6
No Husband	8.2	5.5
Total	100.0%	100.0%

CAMPING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	LANTERNS	HIKING BOOTS
Geographic Region		
New England	4.1%	8.8%
Middle Atlantic	17.5	18.8
East North Central	17.7	20.7
West North Central	5.5	6.1
South Atlantic	15.1	7.0
East South Central	4.9	5.9
West South Central	11.8	5.8
Mountain	6.1	5.9
Pacific	17.3	21.0
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	28.7%	16.0%
$15,000 - $24,999	37.2	30.2
$25,000 - $34,999	20.1	34.9
$35,000 & Over	14.0	18.9
Total	100.0%	100.0%
Husband's Education		
Less than High School	11.3%	5.5%
High School	33.0	26.0
Some College	23.8	17.3
College Graduate	25.6	44.2
No Husband	6.3	7.0
Total	100.0%	100.0%

EXERCISE EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Gym Shoes/Sneakers (pair)	36,200	$13.99	$506,438	(14%)	(1%)	
Warm-up Suits	7,435	25.36	188,552	(1)	12	
Jogging/Running Shoes(pair)	14,040	21.65	303,966	8	27	
Barbells/Weight Sets	1,620	35.98	58,288	(7)	2	
Stationary/Exercise Bicycles	830	94.20	78,186	7	23	
Spring/Tension Exercisers	385	30.21	11,630	60	122	
Weight Benches	990	49.90	49,401			(a)
Jump Ropes			10,000		13	(b)
Total			$1,206,461		14	

GYM SHOES/SNEAKERS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	51.0%	$15.64
Female	41.8	12.10
Multiple User	.6	*
No Answer	6.6	13.37
Total	100.0%	$13.99
Under 15	41.7%	$12.76
15 - 24	23.7	17.72
25 - 44	20.6	13.87
45 & Older	10.0	11.22
Multiple User	.6	*
No Answer	3.4	12.13
Total	100.0%	$13.99

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1973	n.a.	n.a.	
1974	n.a.	n.a.	
1975	n.a.	n.a.	
1976	n.a.	n.a.	
1977	n.a.	465.0	(e)
1978	42.1	511.9	
1979	36.2	506.4	

EXERCISE EQUIPMENT

WARM-UP SUITS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	57.4%	$24.00
Female	39.4	27.47
Multiple User	.2	*
No Answer	3.0	23.18
Total	100.0%	$25.36
Under 15	21.4%	$18.91
15 - 24	24.6	25.84
25 - 44	40.2	26.90
45 & Older	10.9	30.90
Multiple User	.2	*
No Answer	2.7	26.28
Total	100.0%	$25.36

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	16.6
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.6

JOGGING/RUNNING SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	52.7%	$22.79
Female	42.6	20.04
Multiple User	.7	*
No Answer	4.0	21.59
Total	100.0%	$21.65
Under 15	13.6%	$19.04
15 - 24	23.2	22.67
25 - 44	45.0	22.04
45 & Older	14.0	20.39
Multiple User	.7	*
No Answer	3.5	22.60
Total	100.0%	$21.65

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	.5	9.2
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	9.0	147.0
1978	13.0	238.6
1979	14.0	304.0

EXERCISE EQUIPMENT

BARBELLS/WEIGHT SETS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	80.8%	$36.58
Female	9.6	24.16
Multiple User	3.9	*
No Answer	5.7	49.32
Total	100.0%	$35.98
Under 15	28.3%	$29.17
15 - 24	31.9	44.38
25 - 44	27.8	35.43
45 & Older	2.1	*
Multiple User	3.9	*
No Answer	6.0	35.83
Total	100.0%	$35.98

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	.9	17.5
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3

STATIONARY EXERCISE BIKES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	20.4%	$94.12
Female	44.3	86.72
Multiple User	25.7	101.82
No Answer	9.6	108.60
Total	100.0%	$ 94.20
Under 15	1.3%	$ *
15 - 24	5.3	69.38
25 - 44	32.8	91.84
45 & Older	30.4	94.56
Multiple User	25.7	101.82
No Answer	4.5	99.10
Total	100.0%	$ 94.20

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	.2	10.7
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	.6	43.2
1978	.8	63.7
1979	.8	78.2

EXERCISE EQUIPMENT

SPRING/TENSION EXERCISERS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	74.4%	$21.84
Female	13.4	63.45
Multiple User	9.8	*
No Answer	2.4	*
Total	100.0%	$30.21
Under 15	9.8%	$ *
15 - 24	31.7	28.12
25 - 44	32.9	25.44
45 & Older	8.5	*
Multiple User	9.8	*
No Answer	7.3	*
Total	100.0%	$30.21

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	.2	5.2
1979	.4	11.6

WEIGHT BENCHES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	86.0%	$48.08
Female	1.4	*
Multiple User	5.6	*
No Answer	7.0	*
Total	100.0%	$49.90
Under 15	13.6%	$44.52
15 - 24	42.1	50.39
25 - 44	29.4	51.17
45 & Older	.9	*
Multiple User	5.6	*
No Answer	8.4	*
Total	100.0%	$49.90

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	1.0	49.4

EXERCISE EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	GYM SHOES/ SNEAKERS	WARM-UP SUITS	JOGGING/ RUNNING SHOES
Geographic Region			
New England	7.5%	4.2%	7.0%
Middle Atlantic	26.3	19.4	16.1
East North Central	20.4	19.4	18.2
West North Central	5.7	4.1	6.3
South Atlantic	14.5	17.2	15.5
East South Central	4.4	5.4	4.5
West South Central	7.1	11.7	10.4
Mountain	3.6	4.7	4.4
Pacific	10.5	13.9	17.6
Total	100.0%	100.0%	100.0%
Annual Family Income			
Under $15,000	18.8%	14.5%	18.7%
$15,000 - $24,999	33.6	29.4	32.5
$25,000 - $34,999	28.1	27.2	29.7
$35,000 & Over	19.5	28.9	19.1
Total	100.0%	100.0%	100.0%
Husband's Education			
Less than High School	8.4%	4.7%	5.1%
High School	28.6	21.6	20.5
Some College	21.0	20.6	21.3
College Graduate	34.6	46.4	46.8
No Husband	7.4	6.7	6.3
Total	100.0%	100.0%	100.0%

EXERCISE EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BARBELLS/ WEIGHT SETS	STATIONARY BIKES	SPRING TENSION EXERCISERS	WEIGHT BENCHES
Geographic Region				
New England	6.3%	5.0%	4.2%	5.9%
Middle Atlantic	14.3	20.1	16.4	20.2
East North Central	22.5	21.9	25.1	20.7
West North Central	5.3	7.7	3.6	7.7
South Atlantic	14.0	10.3	3.4	11.8
East South Central	6.7	4.8	7.6	6.3
West South Central	10.8	11.7	18.9	7.9
Mountain	1.9	3.9	6.3	4.3
Pacific	18.2	14.6	14.5	15.2
Total	100.0%	100.0%	100.0%	100.0%
Annual Family Income				
Under $15,000	21.0%	16.6%	20.6%	21.4%
$15,000 - $24,999	35.5	31.3	34.5	32.0
$25,000 - $34,999	27.5	27.4	31.0	32.8
$35,000 & Over	16.0	24.7	13.9	13.8
Total	100.0%	100.0%	100.0%	100.0%
Husband's Education				
Less than High School	7.1%	9.5%	14.0%	9.5%
High School	31.5	25.0	17.9	31.1
Some College	26.5	20.8	18.1	24.8
College Graduate	27.2	38.2	42.8	25.2
No Husband	7.7	6.5	7.2	9.4
Total	100.0%	100.0%	100.0%	100.0%

FIREARMS AND HUNTING EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Shotguns	1,540	$155.04	$238,762	(5%)	8%	
Rifles	1,900	132.84	252,396	2	10	
Handguns	2,520	92.00	231,840	11	28	
Ammunition			356,820		14	(a)(b)
Reloading Equipment			49,230		(10)	
Hunting Boots	2,020	37.58	75,912	(20)	(12)	
Hunting Clothing			85,796		(11)	
Airguns	2,225	29.64	65,949		11	(a)
Total			$1,356,705		9	

RELOADING EQUIPMENT

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Annual Expenditure
Male	92.2%	$74.62
Female	1.3	*
Multiple User	3.0	*
No Answer	3.5	*
Total	100.0%	$73.78
Under 15	.9%	$ *
15 - 24	18.6	88.23
25 - 44	59.3	71.68
45 & Older	12.1	62.39
Multiple User	3.0	*
No Answer	6.1	*
Total	100.0%	$73.78

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1973		18.0	
1974		20.5	(e)
1975		n.a.	
1976		n.a.	
1977		34.6	
1978		54.7	
1979		49.2	

FIREARMS AND HUNTING EAUIPMENT

SHOTGUNS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	90.9%	$156.04
Female	3.7	129.24
Multiple User	2.2	*
No Answer	3.2	*
Total	100.0%	$155.04
Under 15	11.4%	$ 89.22
15 - 24	22.3	133.76
25 - 44	47.4	175.31
45 & Older	13.0	180.52
Multiple User	2.2	*
No Answer	3.7	150.37
Total	100.0%	$155.04

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	1.7	149.6
1974	1.8	178.8
1975	1.7	200.6
1976	1.6	200.0
1977	1.6	196.8
1978	1.6	221.7
1979	1.5	238.8

RIFLES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	92.7%	$132.73
Female	2.0	*
Multiple User	2.4	*
No Answer	2.9	*
Total	100.0%	$132.84
Under 15	8.6%	$ 95.82
15 - 24	22.8	119.91
25 - 44	49.5	143.64
45 & Older	13.1	141.69
Multiple User	2.4	*
No Answer	3.6	103.78
Total	100.0%	$132.84

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	1.8	151.2
1974	2.1	162.1
1975	2.1	198.5
1976	2.0	200.0
1977	1.9	205.2
1978	1.9	228.8
1979	1.9	252.4

HUNTING BOOTS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	90.9%	$37.47
Female	5.1	*
Multiple User	.3	*
No Answer	3.7	*
Total	100.0%	$37.58
Under 15	7.1%	$23.84
15 - 24	22.3	35.72
25 - 44	50.0	40.62
45 & Older	14.9	33.15
Multiple User	.3	*
No Answer	5.4	*
Total	100.0%	$37.58

1973-1979 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	2.5	86.0
1979	2.0	75.9

HUNTING CLOTHING

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Annual Expenditure
Male	91.3%	$43.74
Female	2.2	*
Multiple User	1.3	*
No Answer	5.2	46.41
Total	100.0%	$44.06
Under 15	3.8%	$30.52
15 - 24	19.7	36.84
25 - 44	53.5	44.40
45 & Older	13.4	49.62
Multiple User	1.3	*
No Answer	8.3	55.83
Total	100.0%	$44.06

1973-1979 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1973		n.a.
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		96.4
1979		85.8

AIRGUNS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	83.1%	$29.85
Female	6.8	*
Multiple User	5.4	*
No Answer	4.7	*
Total	100.0%	$29.64
Under 15	48.0%	$27.10
15 - 24	10.1	*
25 - 44	22.3	33.97
45 & Older	13.5	31.55
Multiple User	5.4	*
No Answer	.7	*
Total	100.0%	$29.64

1973-1979 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1973	n.a.	40.0 (e)
1974	2.0	45.0
1975	2.0	51.0
1976	2.1	53.3
1977	n.a.	56.7 (e)
1978	n.a.	59.5 (e)
1979	2.2	65.9

FIREARMS AND HUNTING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOTGUNS	RIFLES
Geographic Region		
New England	3.3%	4.4%
Middle Atlantic	9.8	11.9
East North Central	16.4	15.2
West North Central	9.7	6.4
South Atlantic	18.9	18.6
East South Central	12.9	9.5
West South Central	15.3	16.4
Mountain	4.5	6.4
Pacific	9.2	11.2
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	33.6%	26.5%
$15,000 - $24,999	31.0	37.7
$25,000 - $34,999	20.0	19.1
$35,000 & Over	15.4	16.7
Total	100.0%	100.0%
Husband's Education		
Less than High School	11.1%	13.1%
High School	34.8	33.2
Some College	23.9	26.3
College Graduate	19.9	21.2
No Husband	10.3	6.2
Total	100.0%	100.0%

FIREARMS AND HUNTING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	RELOADING EQUIPMENT	AIRGUNS
Geographic Region		
New England	2.4%	7.2%
Middle Atlantic	11.5	12.0
East North Central	13.3	15.4
West North Central	7.0	7.1
South Atlantic	11.8	14.7
East South Central	4.7	8.9
West South Central	20.2	20.7
Mountain	16.1	4.0
Pacific	13.0	10.0
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	24.0%	32.0%
$15,000 - $24,999	40.1	39.7
$25,000 - $34,999	30.8	21.1
$35,000 & Over	5.1	7.2
Total	100.0%	100.0%
Husband's Education		
Less than High School	6.1%	13.6%
High School	40.8	28.9
Some College	29.2	23.0
College Graduate	18.7	25.1
No Husband	5.2	9.4
Total	100.0%	100.0%

FIREARMS AND HUNTING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	HUNTING CLOTHING	HUNTING BOOTS
Geographic Region		
New England	3.4%	3.0%
Middle Atlantic	16.4	21.1
East North Central	18.5	20.3
West North Central	8.5	4.5
South Atlantic	15.3	16.4
East South Central	8.1	9.4
West South Central	15.5	12.8
Mountain	6.5	5.4
Pacific	7.8	7.1
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	25.2%	24.7%
$15,000 - $24,999	41.7	36.4
$25,000 - $34,999	20.9	27.4
$35,000 & Over	12.2	11.5
Total	100.0%	100.0%
Husband's Education		
Less than High School	10.8%	12.4%
High School	36.2	34.5
Some College	25.1	23.4
College Graduate	22.8	24.2
No Husband	5.1	5.5
Total	100.0%	100.0%

FISHING TACKLE

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Rod-Reel Combination Purchases	5,040	$27.69	$139,558	(16%)	11%
Reel Bought Separately	5,300	22.07	116,971	-	14
Rod Bought Separately	4,240	21.17	89,760	(1)	15
Lures & Lines			145,755		1 (a)
Tackle Boxes			23,500		(9) (b)
Total			$515,544		8

Note: Total 1979 unit sales of both reels and rods were down 9%

ROD-REEL COMBINATIONS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	76.4%	$29.07
Female	15.0	20.72
Multiple User	3.6	26.62
No Answer	5.0	28.41
Total	100.0%	$27.69
Under 15	26.0	$17.78
15 - 24	14.5	28.32
25 - 44	33.0	31.16
45 & Older	18.3	35.09
Multiple User	3.6	26.62
No Answer	4.6	28.22
Total	100.0%	$27.69

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	(See separate reels & rods)	
1974	(See separate reels & rods)	
1975	7.5	135.0
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6

REELS (SEPARATE)

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	78.5%	$23.09
Female	11.4	17.56
Multiple User	3.7	19.20
No Answer	6.4	19.35
Total	100.0%	$22.07
Under 15	12.7%	$12.93
15 - 24	10.9	20.93
25 - 44	44.6	23.96
45 & Older	22.5	25.13
Multiple User	3.7	19.20
No Answer	5.6	21.23
Total	100.0%	$22.07

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	14.8**	149.4**
1974	15.2**	160.3**
1975	7.1	110.1
1976	7.2	113.4
1977	5.5	97.7
1978	5.3	102.7
1979	5.3	117.0

** Includes Rod-Reel Combinations

RODS (SEPARATE)

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	78.1%	$22.48
Female	10.8	14.63
Multiple User	3.8	*
No Answer	7.3	20.18
Total	100.0%	$21.17
Under 15	10.6%	$13.02
15 - 24	11.7	18.81
25 - 44	44.9	22.23
45 & Older	23.2	25.15
Multiple User	3.8	*
No Answer	5.8	20.96
Total	100.0%	$21.17

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	14.1**	129.8**
1974	14.3**	141.0**
1975	5.1	74.3
1976	5.1	77.6
1977	4.3	74.0
1978	4.3	78.0
1979	4.2	89.8

** Includes Rod-Reel Combinations

LURES/LINES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Annual Expenditure*
Male	71.5%	$18.20
Female	3.2	8.85
Multiple User	14.8	21.85
No Answer	10.5	18.35
Total	100.0%	$18.45
Under 15	8.4%	$ 9.99
15 - 24	8.0	16.16
25 - 44	39.1	21.13
45 & Older	20.1	16.20
Multiple User	14.8	21.85
No Answer	9.6	16.41
Total	100.0%	$18.45

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973		n.a.
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		n.a.
1979		145.8

FISHING TACKLE

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SEPARATE REELS	SEPARATE RODS
Geographic Region		
New England	4.0%	4.9%
Middle Atlantic	16.4	19.0
East North Central	18.2	14.8
West North Central	7.8	9.6
South Atlantic	15.5	13.6
East South Central	9.3	7.9
West South Central	9.5	10.9
Mountain	2.9	2.6
Pacific	16.4	16.7
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	22.1%	23.1%
$15,000 - $24,999	37.4	35.2
$25,000 - $34,999	27.8	27.2
$35,000 & Over	12.7	14.5
Total	100.0%	100.0%
Husband's Education		
Less than High School	9.8%	8.6%
High School	37.8	34.0
Some College	28.1	30.5
College Graduate	22.4	24.9
No Husband	1.9	2.0
Total	100.0%	100.0%

FISHING TACKLE

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	ROD-REEL COMBINATIONS	LURES/ LINES
Geographic Region		
New England	3.8%	3.5%
Middle Atlantic	11.6	13.7
East North Central	20.0	19.9
West North Central	7.0	8.6
South Atlantic	20.8	14.5
East South Central	8.4	8.1
West South Central	10.7	13.8
Mountain	3.0	4.1
Pacific	14.7	13.8
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	26.3%	23.1%
$15,000 - $24,999	34.6	36.9
$25,000 - $34,999	22.9	25.7
$35,000 & Over	16.2	14.3
Total	100.0%	100.0%
Husband's Education		
Less than High School	12.4%	10.5%
High School	38.2	35.3
Some College	22.5	27.9
College Graduate	22.1	23.6
No Husband	4.8	2.7
Total	100.0%	100.0%

FOOTBALL EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Percent Increase (Decrease) vs. 1978 Dollars
Footballs	2,650	$11.05	$29,283	10%	8%
Shoes (pair)	1,330	19.01	25,283	(10)	1
Helmets	300	20.66	6,198		(a)
Uniforms and Protective Equipment			14,100		5 (a)
Total			$74,864		5

Note: Only includes purchases by consumers. Helmets, uniforms, and protective equipment are mainly sold to schools and teams. These team sales are shown on page 89.

BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	87.3%	$11.20
Female	3.7	8.13
Multiple User	4.4	11.43
No Answer	4.6	10.21
Total	100.0%	$11.05
Under 15	75.3	$10.11
15 - 24	12.4	14.15
25 - 44	4.9	17.13
45 & Older	.3	*
Multiple User	4.4	11.43
No Answer	2.7	*
Total	100.0%	$11.05

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	3.7	26.6
1974	n.a.	n.a.
1975	3.0	25.7
1976	3.2	30.5
1977	3.3	33.4
1978	2.4	27.1
1979	2.7	29.3

FOOTBALL EQUIPMENT

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	92.2%	$19.28
Female	.8	*
Multiple User	.8	*
No Answer	6.2	*
Total	100.0%	$19.01
Under 15	64.5%	$14.96
15 - 24	26.6	27.69
25 - 44	5.0	*
45 & Older	.8	*
Multiple User	.8	*
No Answer	2.3	*
Total	100.0%	$19.01

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	1.5	20.0
1974	n.a.	n.a.
1975	1.7	24.0
1976	1.6	22.8
1977	1.6	24.4
1978	1.5	25.1
1979	1.3	25.3

HELMETS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	90.6%	$20.96
Female	1.9	*
Multiple User	-	-
No Answer	7.5	*
Total	100.0%	$20.66
Under 15	90.6%	$18.42
15 - 24	5.6	*
25 - 44	1.9	*
45 & Older	-	-
Multiple User	-	-
No Answer	1.9	*
Total	100.0%	$20.66

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	.3	6.2

FOOTBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BALLS	SHOES
Geographic Region		
New England	5.2%	2.3%
Middle Atlantic	18.3	12.5
East North Central	18.5	21.7
West North Central	4.4	7.8
South Atlantic	22.3	19.4
East South Central	7.9	7.1
West South Central	13.4	13.0
Mountain	3.0	4.6
Pacific	7.0	11.6
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	24.1%	15.5%
$15,000 - $24,999	40.4	33.5
$25,000 - $34,999	21.6	28.4
$35,000 & Over	13.9	22.6
Total	100.0%	100.0%
Husband's Education		
Less than High School	7.0%	8.3%
High School	32.1	33.9
Some College	22.6	19.4
College Graduate	29.0	33.0
No Husband	9.3	5.4
Total	100.0%	100.0%

FOOTBALL EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	HELMETS	UNIFORMS
Geographic Region		
New England	.7%	-%
Middle Atlantic	22.1	16.5
East North Central	18.2	12.9
West North Central	7.0	4.7
South Atlantic	23.4	28.6
East South Central	11.3	11.1
West South Central	12.9	23.4
Mountain	1.1	-
Pacific	3.3	2.8
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	24.6%	22.6%
$15,000 - $24,999	30.5	32.3
$25,000 - $34,999	35.4	29.9
$35,000 & Over	9.5	15.2
Total	100.0%	100.0%
Husband's Education		
Less than High School	5.7%	11.0%
High School	25.4	29.2
Some College	28.1	26.7
College Graduate	33.3	25.7
No Husband	7.5	7.4
Total	100.0%	100.0%

GOLF EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Clubs (individual)	8,673	$24.97	$216,565	(5%)	8%	
Balls (dozen)	10,980	11.97	131,430	1	(3)	
Carts	410	38.17	15,650	2	13	
Shoes	1,465	33.24	48,697	(9)	2	
Bags			35,892		5	(b)
Clothing			88,421		16	(a)
Total			$536,655		6	

SET OF CLUBS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	73.9%	$189.59
Female	19.8	146.93
Multiple User	.4	*
No Answer	5.9	195.41
Total	100.0%	$181.45
Under 15	6.2%	$ 70.50
15 - 24	13.2	128.75
25 - 44	38.8	188.75
45 & Older	35.7	210.68
Multiple User	.4	*
No Answer	5.7	190.15
Total	100.0%	$181.45

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units (Clubs)	Dollars
1973	13.2	220.0
1974	13.2	228.1
1975	12.2	225.4
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6

BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	80.1%	$11.82
Female	7.1	12.14
Multiple User	4.8	*
No Answer	8.0	12.56
Total	100.0%	$11.97
Under 15	1.6%	$ *
15 - 24	7.1	11.14
25 - 44	45.5	11.92
45 & Older	33.3	12.34
Multiple User	4.8	*
No Answer	7.7	11.58
Total	100.0%	$11.97

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units (dozen)	Dollars
1973	n.a.	130.0
1974	13.6	145.6
1975	14.2	155.7
1976	14.2	165.0
1977	12.6	149.5
1978	10.9	135.7
1979	11.0	131.4

CARTS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	64.6%	$38.95
Female	26.0	37.34
Multiple User	3.9	*
No Answer	5.5	*
Total	100.0%	$38.17
Under 15	2.2%	$ *
15 - 24	7.7	*
25 - 44	42.0	31.76
45 & Older	36.5	45.71
Multiple User	3.9	*
No Answer	7.7	*
Total	100.0%	$38.17

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	.7	15.6
1975	n.a.	15.0 (e)
1976	.7	18.9
1977	.4	11.9
1978	.4	13.9
1979	.4	15.6

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	73.2%	$34.53
Female	20.1	29.48
Multiple User	.3	*
No Answer	6.4	30.86
Total	100.0%	$33.24
Under 15	1.5%	$ *
15 - 24	9.2	33.33
25 - 44	33.8	33.14
45 & Older	49.7	32.99
Multiple User	.3	*
No Answer	5.5	*
Total	100.0%	$33.24

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	2.3	49.7
1975	2.2	54.1
1976	2.4	64.9
1977	2.0	55.8
1978	1.6	47.8
1979	1.5	48.7

GOLF CLOTHING

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Annual Expenditure*
Male	59.7%	$ 47.34
Female	18.6	50.17
Multiple User	4.9	*
No Answer	16.8	87.97
Total	100.0%	$ 60.98
Under 15	1.2%	$ *
15 - 24	5.8	32.36
25 - 44	38.0	46.09
45 & Older	40.3	61.20
Multiple User	4.9	*
No Answer	9.8	79.60
Total	100.0%	$ 60.98

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973		n.a.
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		n.a.
1979		88.4

GOLF EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	CLUBS	BALLS	CARTS
Geographic Region			
New England	7.4%	4.5%	6.0%
Middle Atlantic	15.2	15.2	19.2
East North Central	30.6	31.2	36.8
West North Central	5.6	7.5	9.7
South Atlantic	12.6	16.4	12.9
East South Central	4.1	5.0	1.8
West South Central	6.8	6.5	4.6
Mountain	4.3	4.5	1.0
Pacific	13.4	9.2	8.0
Total	100.0%	100.0%	100.0%
Annual Family Income			
Under $15,000	11.9%	12.0%	12.4%
$15,000 - $24,999	27.0	28.9	30.3
$25,000 - $34,999	27.1	26.6	30.4
$35,000 & Over	34.0	32.5	26.9
Total	100.0%	100.0%	100.0%
Husband's Education			
Less than High School	5.2%	3.0%	3.4%
High School	26.3	22.5	25.6
Some College	22.8	28.3	31.7
College Graduate	44.1	43.4	39.1
No Husband	1.6	2.8	.2
Total	100.0%	100.0%	100.0%

GOLF EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOES	CLOTHING
Geographic Region		
New England	8.0%	7.3%
Middle Atlantic	19.6	15.9
East North Central	21.5	24.2
West North Central	3.5	7.2
South Atlantic	15.9	17.2
East South Central	6.2	3.1
West South Central	9.2	7.0
Mountain	3.0	5.4
Pacific	13.1	12.7
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	14.7%	14.2%
$15,000 - $24,999	22.7	20.1
$25,000 - $34,999	33.1	22.5
$35,000 & Over	29.5	43.2
Total	100.0%	100.0%
Husband's Education		
Less than High School	3.2%	2.9%
High School	26.0	24.1
Some College	22.4	22.9
College Graduate	44.1	45.7
No Husband	4.3	4.4
Total	100.0%	100.0%

ICE SKATES AND HOCKEY EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Figure Skates	870	$27.02	$23,507	(13%)	12%	
Hockey Skates	405	44.21	17,905	(16)	(13)	
Hockey Sticks	860	7.53	6,476			(a)
Hockey Uniforms and Protective Equipment			16,000		(16)	(a)
Total			$63,888		(7)	

FIGURE SKATES

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	30.2%	$20.16
Female	65.7	30.31
Multiple User	-	-
No Answer	4.1	*
Total	100.0%	$27.02
Under 15	51.4	21.92
15 - 24	24.3	31.63
25 - 44	20.7	31.49
45 & Older	.6	*
Multiple User	-	-
No Answer	3.0	*
Total	100.0%	$27.02

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	**	**
1974	**	**
1975	1.5	26.6
1976	1.6	31.1
1977	1.4	30.5
1978	1.0	21.0
1979	.9	23.5

** Combined with hockey skates

ICE SKATES AND HOCKEY EQUIPMENT

HOCKEY SKATES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	86.9%	$44.48
Female	4.0	*
Multiple User	1.0	*
No Answer	8.1	*
Total	100.0%	$44.21
Under 15	71.7%	$38.99
15 - 24	19.2	*
25 - 44	5.1	*
45 & Older	1.0	*
Multiple User	1.0	*
No Answer	2.0	*
Total	100.0%	$44.21

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	3.4**	58.0**
1974	3.0**	61.3**
1975	.7	22.6
1976	.7	20.9
1977	.7	22.1
1978	.5	20.6
1979	.4	17.9

** Hockey and Figure Skates Combined

HOCKEY STICKS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	100.0%	$7.53
Female	-	-
Multiple User	-	-
No Answer	-	-
Total	100.0%	$7.53
Under 15	59.4%	$7.89
15 - 24	21.9	*
25 - 44	12.5	*
45 & Older	-	-
Multiple User	-	-
No Answer	6.2	$7.53
Total	100.0%	$7.53

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	4.2	14.7
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	.9	6.5

ICE SKATES AND HOCKEY EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	FIGURE SKATES	HOCKEY SKATES
Geographic Region		
New England	22.6%	25.7%
Middle Atlantic	28.9	18.6
East North Central	19.3	28.6
West North Central	12.4	23.3
South Atlantic	3.0	3.0
East South Central	1.6	-
West South Central	1.0	-
Mountain	3.2	.8
Pacific	8.0	-
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	13.0%	9.6%
$15,000 - $24,999	39.4	33.3
$25,000 - $34,999	23.8	33.4
$35,000 & Over	23.8	23.7
Total	100.0%	100.0%
Husband's Education		
Less than High School	7.4%	5.9%
High School	21.2	23.4
Some College	24.7	16.9
College Graduate	39.4	43.9
No Husband	7.3	9.9
Total	100.0%	100.0%

ICE SKATES AND HOCKEY EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	HOCKEY STICKS	HOCKEY UNIFORMS
Geographic Region		
New England	33.0%	15.4%
Middle Atlantic	21.2	22.0
East North Central	27.2	34.0
West North Central	14.6	8.9
South Atlantic	4.0	7.5
East South Central	-	-
West South Central	-	7.4
Mountain	-	-
Pacific	-	4.8
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	9.8%	11.4%
$15,000 - $24,999	32.9	48.9
$25,000 - $34,999	40.5	26.5
$35,000 & Over	16.8	13.2
Total	100.0%	100.0%
Husband's Education		
Less than High School	6.1%	7.0%
High School	26.3	24.3
Some College	19.1	4.2
College Graduate	39.1	32.2
No Husband	9.4	32.3
Total	100.0%	100.0%

RACQUETBALL

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Racquets	4,000	$20.63	$82,520	48%	63%

Note: 1977 and 1978 sales projections were revised upward. The revised figures are shown in the table below.

RACQUETS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	65.5%	$21.28
Female	30.1	19.50
Multiple User	2.3	*
No Answer	2.1	*
Total	100.0%	$20.63
Under 15	5.5	$15.31
15 - 24	28.5	20.44
25 - 44	57.0	21.33
45 & Older	4.7	21.30
Multiple User	2.3	*
No Answer	2.0	*
Total	100.0%	$20.63

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5

RACQUETBALL

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	RACQUETS
Geographic Region	
New England	6.6%
Middle Atlantic	19.0
East North Central	24.2
West North Central	6.5
South Atlantic	10.7
East South Central	4.2
West South Central	5.0
Mountain	5.9
Pacific	17.9
Total	100.0%
Annual Family Income	
Under $15,000	13.4%
$15,000 - $24,999	31.2
$25,000 - $34,999	31.6
$35,000 & Over	23.8
Total	100.0%
Husband's Education	
Less than High School	2.2%
High School	18.1
Some College	23.6
College Graduate	49.7
No Husband	6.4
Total	100.0%

SKATEBOARDS AND ROLLER SKATES

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Percent Increase (Decrease) vs. 1978 Dollars
Skateboards	1,260	$21.57	$27,178	(53%)	(45%)
Shoe Skates	1,564	31.26	48,891	187	304
Street Skates	941	15.25	14,350	130	397
Total			$90,419		41

SKATEBOARDS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	67.8%	$24.50
Female	28.1	14.27
Multiple User	-	-
No Answer	4.1	*
Total	100.0%	$21.57
Under 15	83.1%	$19.11
15 - 24	13.9	33.46
25 - 44	.7	*
45 & Older	.4	*
Multiple User	-	-
No Answer	1.9	*
Total	100.0%	$21.57

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	6.8	116.4
1978	2.7	49.0
1979	1.3	27.2

SKATEBOARDS AND ROLLER SKATES

SHOE SKATES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	29.6%	$34.14
Female	67.2	29.92
Multiple User	.4	*
No Answer	2.8	*
Total	100.0%	$31.26
Under 15	72.6%	$24.78
15 - 24	15.3	55.02
25 - 44	9.1	40.68
45 & Older	.7	*
Multiple User	.4	*
No Answer	1.9	*
Total	100.0%	$31.26

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	.5	12.0
1979	1.6	48.9

STREET SKATES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	26.6%	$12.72
Female	68.0	16.67
Multiple User	.5	*
No Answer	4.9	*
Total	100.0%	$15.25
Under 15	82.3%	$12.19
15 - 24	6.4	*
25 - 44	8.9	25.56
45 & Older	.5	*
Multiple User	.5	*
No Answer	1.4	*
Total	100.0%	$15.25

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	.4	2.9
1979	.9	14.4

SKATEBOARDS AND ROLLERSKATES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SKATEBOARDS
Geographic Region	
New England	8.1%
Middle Atlantic	16.3
East North Central	18.7
West North Central	6.5
South Atlantic	14.5
East South Central	4.3
West South Central	8.4
Mountain	4.0
Pacific	19.2
Total	100.0%
Annual Family Income	
Under $15,000	27.3%
$15,000 - $24,999	32.3
$25,000 - $34,999	24.2
$35,000 & Over	16.2
Total	100.0%
Husband's Education	
Less than High School	8.9%
High School	22.2
Some College	25.6
College Graduate	25.3
No Husband	18.0
Total	100.0%

SKATEBOARDS AND ROLLERSKATES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOE ROLLER SKATES	STREET ROLLER SKATES
Geographic Region		
New England	2.7%	4.2%
Middle Atlantic	8.0	16.3
East North Central	11.1	18.0
West North Central	2.0	5.5
South Atlantic	14.4	6.9
East South Central	3.9	3.8
West South Central	8.1	8.4
Mountain	3.9	1.9
Pacific	45.9	35.0
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	22.0%	22.9%
$15,000 - $24,999	34.2	31.3
$25,000 - $34,999	21.6	29.1
$35,000 & Over	22.2	16.7
Total	100.0%	100.0%
Husband's Education		
Less than High School	9.1%	7.7%
High School	27.4	21.4
Some College	26.3	19.1
College Graduate	28.2	32.7
No Husband	9.0	19.1
Total	100.0%	100.0%

SNOW SKIING EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Cross-country					
Skis	900	$78.39	$ 70,551	(1%)	18%
Boots	1,020	36.43	37,159	-	14
Bindings	795	15.29	12,156	(7)	(15)
Poles			11,800		15 (b)
Total Cross-country			$131,666		13
Downhill					
Skis	870	$136.92	$119,120	(10%)	(1%)
Boots	1,060	87.90	93,174	1	10
Bindings	750	58.78	44,085	(16)	(11)
Poles			15,200		(1) (b)
Skiwear			203,000		(2)
Total Downhill			$474,579		(1)
Total Snow Skiing			$606,245		2

CROSS-COUNTRY SKIS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	50.6%	$80.40
Female	39.8	71.59
Multiple User	1.8	*
No Answer	7.8	*
Total	100.0%	$78.39
Under 15	16.9%	$62.29
15 - 24	27.1	83.49
25 - 44	38.6	77.56
45 & Older	12.6	81.71
Multiple User	1.8	*
No Answer	3.0	*
Total	100.0%	$78.39

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	(Combined with Downhill)	
1974	(Combined with Downhill)	
1975	(Combined with Downhill)	
1976	(Combined with Downhill)	
1977	(Combined with Downhill)	
1978	.9	59.6
1979	.9	70.6

SNOW SKIING EQUIPMENT

CROSS-COUNTRY BOOTS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	48.8%	$36.45
Female	39.9	35.48
Multiple User	.6	*
No Answer	10.7	*
Total	100.0%	$36.43
Under 15	14.3%	$26.75
15 - 24	26.8	40.27
25 - 44	39.3	35.85
45 & Older	11.3	*
Multiple User	.6	*
No Answer	7.7	*
Total	100.0%	$36.43

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	(Combined with Downhill)	
1974	(Combined with Downhill)	
1975	(Combined with Downhill)	
1976	(Combined with Downhill)	
1977	(Combined with Downhill)	
1978	1.0	32.6
1979	1.0	37.2

CROSS-COUNTRY BINDINGS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	44.6%	$15.17
Female	41.6	11.44
Multiple User	1.5	*
No Answer	12.3	*
Total	100.0%	$15.29
Under 15	13.9%	$ *
15 - 24	23.1	*
25 - 44	41.5	12.52
45 & Older	12.3	*
Multiple User	1.5	*
No Answer	7.7	*
Total	100.0%	$15.29

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	(Combined with Downhill)	
1974	(Combined with Downhill)	
1975	(Combined with Downhill)	
1976	(Combined with Downhill)	
1977	(Combined with Downhill)	
1978	.9	14.4
1979	.8	12.2

SNOW SKIING EQUIPMENT

DOWNHILL SKIS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	62.2%	$144.72
Female	34.1	121.24
Multiple User	.9	*
No Answer	2.8	*
Total	100.0%	$136.92
Under 15	14.2%	$ 97.13
15 - 24	49.5	143.24
25 - 44	29.5	143.55
45 & Older	3.7	*
Multiple User	.9	*
No Answer	2.2	*
Total	100.0%	$136.92

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	111.2**
1974	1.1**	114.1**
1975	1.1**	120.3**
1976	1.2**	139.5**
1977	1.4**	151.2**
1978	1.0	120.0
1979	.9	119.1

** Includes cross-country skis, 1973 also includes bindings

DOWNHILL BOOTS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	56.9%	$91.32
Female	33.8	80.40
Multiple User	.6	*
No Answer	8.7	94.03
Total	100.0%	$87.90
Under 15	13.2%	$ 54.64
15 - 24	45.1	98.25
25 - 44	28.4	100.88
45 & Older	3.4	*
Multiple User	.6	*
No Answer	9.3	83.48
Total	100.0%	$ 87.90

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	1.1**	69.6**
1974	1.2**	84.2**
1975	1.0**	75.8**
1976	1.1**	80.1**
1977	1.5**	107.5**
1978	1.0	84.5
1979	1.1	93.2

** Includes cross-country boots

SNOW SKIING EQUIPMENT

DOWNHILL BINDINGS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	50.9%	$61.96
Female	34.6	51.62
Multiple User	1.3	*
No Answer	13.2	61.10
Total	100.0%	$58.78
Under 15	13.8%	$48.09
15 - 24	40.2	54.48
25 - 44	30.8	65.31
45 & Older	3.8	*
Multiple User	1.3	*
No Answer	10.1	*
Total	100.0%	$58.78

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	.8**	33.0**
1975	.8**	36.5**
1976	.9**	46.4**
1977	1.1**	51.6**
1978	.9	49.3
1979	.8	44.1

** Includes cross-country bindings

SKIWEAR

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Annual Expenditure*
Male	35.6%	$ 92.30
Female	31.5	87.54
Multiple User	9.1	140.52
No Answer	23.8	251.06
Total	100.0%	$116.76
Under 15	10.6%	$ 80.53
15 - 24	32.6	89.70
25 - 44	28.3	99.40
45 & Older	3.8	*
Multiple User	9.1	251.06
No Answer	15.6	149.55
Total	100.0%	$116.76

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973		93.6
1974		112.3
1975		123.5 (e)
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0

SNOW SKIING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	-------CROSS-COUNTRY------			
	SKIS	BOOTS	BINDINGS	SKIWEAR
Geographic Region				
New England	11.6%	13.5%	7.5%	10.9%
Middle Atlantic	25.4	20.8	24.4	24.9
East North Central	33.2	32.6	29.0	17.7
West North Central	10.4	9.1	11.4	6.4
South Atlantic	1.7	4.3	2.0	8.1
East South Central	-	2.6	-	.8
West South Central	-	1.5	-	7.4
Mountain	6.6	5.9	10.6	5.2
Pacific	11.1	9.7	15.1	18.6
Total	100.0%	100.0%	100.0%	100.0%
Annual Family Income				
Under $15,000	10.3%	16.2%	14.5%	10.6%
$15,000 - $24,999	32.2	28.7	26.7	22.4
$25,000 - $34,999	28.6	25.0	24.4	28.1
$35,000 & Over	28.9	30.1	34.4	38.9
Total	100.0%	100.0%	100.0%	100.0%
Husband's Education				
Less than High School	3.0%	5.1%	3.4%	2.5%
High School	17.8	19.9	12.4	19.7
Some College	17.9	18.6	7.7	24.8
College Graduate	57.4	51.3	69.0	44.3
No Husband	3.9	5.1	7.5	8.7
Total	100.0%	100.0%	100.0%	100.0%

SNOW SKIING EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	DOWNHILL		
	SKIS	BOOTS	BINDINGS
Geographic Region			
New England	12.1%	14.1%	9.1%
Middle Atlantic	22.7	22.3	27.2
East North Central	16.5	17.1	15.1
West North Central	4.8	6.3	6.8
South Atlantic	8.5	7.0	6.7
East South Central	1.3	.6	.9
West South Central	2.5	5.1	1.6
Mountain	9.1	5.5	14.3
Pacific	22.5	22.0	18.3
Total	100.0%	100.0%	100.0%
Annual Family Income			
Under $15,000	10.1%	9.0%	9.2%
$15,000 - $24,999	21.3	23.4	28.0
$25,000 - $34,999	30.0	29.1	32.6
$35,000 & Over	38.6	38.5	30.2
Total	100.0%	100.0%	100.0%
Husband's Education			
Less than High School	2.3%	3.7%	2.7%
High School	14.2	17.1	12.7
Some College	23.5	24.1	26.3
College Graduate	51.7	47.6	53.7
No Husband	8.3	7.5	4.6
Total	100.0%	100.0%	100.0%

SOCCER EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Soccer balls	2,110	$11.40	$24,054	10%	10%
Shoes (pair)	3,500	14.71	51,485		15 (a)
Uniforms			22,000		15 (a)
Total			$97,539		15 (e)

SOCCER BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	74.9%	$11.78
Female	12.7	9.93
Multiple User	6.9	9.42
No Answer	5.5	*
Total	100.0%	$11.40
Under 15	76.1%	$11.02
15 - 24	9.5	13.91
25 - 44	3.5	*
45 & Older	.3	*
Multiple User	6.9	9.42
No Answer	3.7	*
Total	100.0%	$11.40

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1

SOCCER EQUIPMENT

SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	78.3%	$15.30
Female	18.8	12.69
Multiple User	-	-
No Answer	2.9	*
Total	100.0%	$14.71
Under 15	75.1%	$12.46
15 - 24	16.5	24.75
25 - 44	6.1	*
45 & Older	-	-
Multiple User	-	-
No Answer	2.3	*
Total	100.0%	$14.71

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	3.5	51.5

UNIFORMS

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Expenditure Per Uniform*
Male	81.0%	$18.39
Female	16.2	*
Multiple User	-	-
No Answer	2.8	*
Total	100.0%	$17.56
Under 15	85.7%	$15.72
15 - 24	6.7	*
25 - 44	4.8	*
45 & Older	-	-
Multiple User	-	-
No Answer	2.8	*
Total	100.0%	$17.56

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973		n.a.
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		n.a.
1979		22.0

SOCCER EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	BALLS
Geographic Region	
New England	6.7%
Middle Atlantic	20.5
East North Central	14.1
West North Central	2.0
South Atlantic	12.6
East South Central	6.7
West South Central	13.2
Mountain	5.2
Pacific	19.0
Total	100.0%
Annual Family Income	
Under $15,000	12.5%
$15,000 - $24,999	35.7
$25,000 - $34,999	29.0
$35,000 & Over	22.8
Total	100.0%
Husband's Education	
Less than High School	2.4%
High School	23.0
Some College	21.4
College Graduate	44.3
No Husband	8.9
Total	100.0%

SOCCER EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOES	UNIFORMS
Geographic Region		
New England	5.2%	4.8%
Middle Atlantic	18.2	12.5
East North Central	13.6	17.4
West North Central	4.8	1.4
South Atlantic	17.1	11.6
East South Central	2.8	4.5
West South Central	10.3	16.5
Mountain	3.7	5.3
Pacific	24.3	26.0
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	13.4%	7.9%
$15,000 - $24,999	27.1	32.7
$25,000 - $34,999	28.8	37.9
$35,000 & Over	30.7	21.5
Total	100.0%	100.0%
Husband's Education		
Less than High School	2.3%	1.2%
High School	19.4	13.9
Some College	19.9	22.4
College Graduate	50.9	55.3
No Husband	7.5	7.2
Total	100.0%	100.0%

TABLE TENNIS EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Tables	295	$70.21	$20,712	(11%)	8%
Paddles, Balls, Nets			16,000		10
Total			$36,712		9

Note: Total purchases for 1976-1978 have been revised upward to correct an underestimation of consumer purchases of Paddles, Balls, and Nets. Revised total table tennis equipment purchases for 1978 are $33.8 million.

TABLES

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	27.1%	$81.14
Female	6.2	*
Multiple User	53.1	64.65
No Answer	13.6	*
Total	100.0%	$70.21
Under 15	9.9%	$ *
15 - 24	9.9	*
25 - 44	13.6	*
45 & Older	2.4	*
Multiple User	53.1	64.65
No Answer	11.1	*
Total	100.0%	$70.21

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	n.a.
1974	n.a.	n.a.
1975	n.a.	n.a.
1976	.5	26.5
1977	n.a.	n.a.
1978	.3	19.3
1979	.3	20.7

PADDLES/BALLS/NETS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Annual Expenditure
Male	39.0%	$11.49
Female	12.9	15.77
Multiple User	36.6	8.42
No Answer	11.5	9.44
Total	100.0%	$10.68
Under 15	14.2%	$ 8.64
15 - 24	17.7	12.38
25 - 44	17.1	12.25
45 & Older	4.8	*
Multiple User	36.6	8.42
No Answer	9.6	15.75
Total	100.0%	$10.68

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973		n.a.
1974		n.a.
1975		n.a.
1976		12.0 (e)
1977		n.a.
1978		14.5 (e)
1979		16.0

TABLE TENNIS EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	TABLES	PADDLES/ BALLS/ NETS
Geographic Region		
New England	3.1%	5.5%
Middle Atlantic	14.8	23.0
East North Central	18.4	22.0
West North Central	5.6	5.7
South Atlantic	23.5	13.9
East South Central	5.8	5.1
West South Central	12.3	5.3
Mountain	3.9	3.2
Pacific	12.6	16.3
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	16.4%	15.0%
$15,000 - $24,999	28.2	34.1
$25,000 - $34,999	26.3	25.6
$35,000 & Over	29.1	25.3
Total	100.0%	100.0%
Husband's Education		
Less than High School	12.8%	8.0%
High School	26.6	27.1
Some College	14.4	20.5
College Graduate	39.8	39.0
No Husband	6.4	5.4
Total	100.0%	100.0%

TENNIS EQUIPMENT

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Percent Increase (Decrease) vs. 1978 Dollars
Rackets	4,075	$30.78	$125,429	(17%)	(8%)
Balls (can of 3)	46,350	2.48	114,948	(2)	-
Shoes (pair)	20,525	15.46	317,317	(9)	2
Clothing			102,982		(5)
Total			$660,676		(1)

RACKETS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	48.8%	$32.88
Female	44.9	28.09
Multiple User	1.5	*
No Answer	4.8	34.23
Total	100.0%	$30.78
Under 15	21.5%	$17.32
15 - 24	30.1	29.12
25 - 44	33.9	37.96
45 & Older	7.3	44.03
Multiple User	1.5	*
No Answer	5.7	30.73
Total	100.0%	$30.78

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	6.2	93.1
1974	8.5	144.2
1975	9.2	181.5
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4

BALLS
(CAN OF THREE)

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	35.0%	$2.58
Female	42.1	2.42
Multiple User	11.8	2.40
No Answer	11.1	2.45
Total	100.0%	$2.48
Under 15	14.8%	$2.47
15 - 24	24.6	2.58
25 - 44	36.9	2.40
45 & Older	5.5	2.41
Multiple User	11.8	2.40
No Answer	6.4	2.75
Total	100.0%	$2.48

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1973	n.a.	80.0
1974	46.5	107.8
1975	55.0	133.6
1976	55.0	131.5
1977	57.0	137.3
1978	47.3	115.4
1979	46.4	114.9

TENNIS EQUIPMENT

TENNIS SHOES

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Price*
Male	42.1%	$16.58
Female	50.5	14.41
Multiple User	.5	*
No Answer	6.9	16.17
Total	100.0%	$15.46
Under 15	21.8%	$12.92
15 - 24	23.4	17.62
25 - 44	32.3	16.59
45 & Older	17.3	13.49
Multiple User	.5	*
No Answer	4.7	15.84
Total	100.0%	$15.46

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973	7.6	69.0
1974	9.7	100.5
1975	11.2	155.1
1976	12.5	183.9
1977	29.0**	389.5**
1978	22.5**	309.9**
1979	20.5**	317.3**

** Includes Tennis-style Sport Shoes

TENNIS CLOTHING

1979 CONSUMER PURCHASES

Owner or Major User	*Percent of Units*	*Average Annual Expenditure*
Male	39.3%	$37.64
Female	39.4	46.51
Multiple User	6.6	83.91
No Answer	14.7	57.45
Total	100.0%	$47.11
Under 15	6.8%	$30.08
15 - 24	17.2	42.12
25 - 44	45.8	44.27
45 & Older	10.4	46.15
Multiple User	6.6	83.91
No Answer	13.2	54.56
Total	100.0%	$47.11

1973-1979 CONSUMER PURCHASES (in millions)

Year	*Units*	*Dollars*
1973		n.a.
1974		n.a.
1975		n.a.
1976		n.a.
1977		n.a.
1978		n.a.
1979		103.0

TENNIS EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	RACKETS	BALLS
Geographic Region		
New England	7.7%	8.8%
Middle Atlantic	20.8	22.2
East North Central	15.3	18.4
West North Central	5.5	4.1
South Atlantic	17.0	17.2
East South Central	6.4	5.2
West South Central	7.9	6.1
Mountain	6.5	5.4
Pacific	12.9	12.6
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	12.1%	11.2%
$15,000 - $24,999	24.2	22.3
$25,000 - $34,999	26.9	31.7
$35,000 & Over	36.8	34.8
Total	100.0%	100.0%
Husband's Education		
Less than High School	5.4%	2.0%
High School	19.6	16.4
Some College	16.7	17.2
College Graduate	51.4	58.1
No Husband	6.9	6.3
Total	100.0%	100.0%

TENNIS EQUIPMENT

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	SHOES	CLOTHING
Geographic Region		
New England	2.0%	8.3%
Middle Atlantic	9.7	19.6
East North Central	19.8	17.1
West North Central	9.6	3.4
South Atlantic	18.5	19.8
East South Central	6.2	4.6
West South Central	12.1	7.8
Mountain	4.6	5.0
Pacific	17.5	14.4
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	19.2%	10.0%
$15,000 - $24,999	33.1	18.1
$25,000 - $34,999	29.1	28.4
$35,000 & Over	18.6	43.5
Total	100.0%	100.0%
Husband's Education		
Less than High School	7.6%	2.2%
High School	25.9	15.1
Some College	22.0	18.7
College Graduate	35.8	58.4
No Husband	8.7	5.6
Total	100.0%	100.0%

WATER SKIS

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars
Water Skis	1,240	$99.41	$123,268	(15%)	1%

----------WATER SKIS----------

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	47.4%	$111.51
Female	17.4	82.67
Multiple User	24.7	100.57
No Answer	10.5	69.80
Total	100.0%	$ 99.41
Under 15	13.7%	$ 56.12
15 - 24	25.3	111.10
25 - 44	26.8	109.98
45 & Older	2.6	*
Multiple User	24.7	100.57
No Answer	6.9	*
Total	100.0%	$ 99.41

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1973	1.0	45.0	
1974	1.3	70.2	
1975	1.3	79.8	
1976	n.a.	87.0	(e)
1977	1.5	110.0	
1978	1.5	122.6	
1979	1.2	123.3	

WATER SKIS

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	WATER SKIS
Geographic Region	
New England	2.8%
Middle Atlantic	5.1
East North Central	21.3
West North Central	8.9
South Atlantic	15.1
East South Central	8.2
West South Central	15.4
Mountain	5.8
Pacific	17.4
Total	100.0%
Annual Family Income	
Under $15,000	8.5%
$15,000 - $24,999	31.8
$25,000 - $34,999	33.7
$35,000 & Over	26.0
Total	100.0%
Husband's Education	
Less than High School	7.6%
High School	37.2
Some College	25.0
College Graduate	26.6
No Husband	3.6
Total	100.0%

YARD GAMES

1979 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1978 Units	Dollars	
Volley Balls	1,040	$10.98	$11,419		(2%)	(a)
Badminton Sets	1,700	9.84	16,728		(30)	(a)
Total			$28,147		(21)	

VOLLEY BALLS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	29.2%	$12.67
Female	19.2	10.83
Multiple User	39.7	9.90
No Answer	11.9	10.69
Total	100.0%	$10.98
Under 15	22.4%	$ 9.63
15 - 24	13.7	13.53
25 - 44	16.0	12.86
45 & Older	3.2	*
Multiple User	39.7	9.90
No Answer	5.0	*
Total	100.0%	$10.98

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1973	n.a.	n.a.	
1974	n.a.	n.a.	
1975	n.a.	n.a.	
1976	n.a.	n.a.	
1977	1.3	10.6	
1978	n.a.	11.7	(e)
1979	1.0	11.4	

BADMINTON SETS

1979 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	16.0%	$10.24
Female	20.6	8.41
Multiple User	54.5	10.28
No Answer	8.9	9.76
Total	100.0%	$ 9.84
Under 15	16.8%	$ 9.18
15 - 24	5.9	8.82
25 - 44	14.1	9.19
45 & Older	1.1	*
Multiple User	54.5	10.28
No Answer	7.6	9.57
Total	100.0%	$ 9.84

1973-1979 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1973	n.a.	n.a.	
1974	2.3	17.1	
1975	n.a.	n.a.	
1976	2.6	21.9	
1977	n.a.	23.0	(e)
1978	n.a.	24.0	(e)
1979	1.7	16.7	

YARD GAMES

DEMOGRAPHIC DISTRIBUTION OF 1979 CONSUMER DOLLAR PURCHASES

	VOLLEYBALLS	BADMINTON SETS
Geographic Region		
New England	6.8%	9.9%
Middle Atlantic	19.9	22.5
East North Central	19.6	18.2
West North Central	9.2	7.9
South Atlantic	13.2	16.4
East South Central	5.7	10.0
West South Central	7.3	5.6
Mountain	7.0	3.6
Pacific	11.3	5.9
Total	100.0%	100.0%
Annual Family Income		
Under $15,000	27.2%	26.2%
$15,000 - $24,999	37.6	33.7
$25,000 - $34,999	24.4	25.3
$35,000 & Over	10.8	14.8
Total	100.0%	100.0%
Husband's Education		
Less than High School	7.7%	11.0%
High School	28.1	26.7
Some College	28.9	23.9
College Graduate	28.1	30.7
No Husband	7.2	7.7
Total	100.0%	100.0%

ATHLETIC GOODS TEAM SALES

In addition to retail sales of athletic goods, which are reported in the first portion of this market study under their specific sports, there are bulk sales to various types of institutions. These include schools and colleges, recreation groups, park districts, military bases, plus youth, religious and industrial leagues.

GROSS TEAM SALES

Year		Percent of Increases
1972	$418,505,000	Base year
1973	532,800,000	27.5%
1974	615,440,000	15.4
1975	672,575,000	9.3
1976	755,600,000	12.4
1977	889,200,000	17.7
1978	1,060,815,000	19.3
1979	1,225,241,000	15.5

TEAM SALES BY TYPE OF INSTITUTION

Type	1979	1978	Type	1979	1978
High Schools	52.3%	41.2%	Industrial Leagues	7.8%	10.7%
Youth Leagues	11.0	14.1	Elementary Schools	4.3	6.3
Junior High Schools	8.9	9.9	Park/Recreation	4.1	4.2
Colleges/Universities	8.8	8.5	Miscellaneous (Military, Religious, etc.)	2.8	5.1

TEAM SALES BY SPORTS

Sport	1979	1978
Football	30.8%	30.1%
Baseball	26.3	29.3
Basketball	12.6	10.4
Trainers Supplies	3.9	4.2
Track/Field/XC	4.5	4.4
Tennis	2.0	1.5
Ice Hockey	1.4	1.6
Wrestling	2.5	2.3
Soccer	2.0	2.1
Swimming	1.7	1.9
Gymnastics	1.0	2.4
Volleyball	1.3	2.2
Miscellaneous (P.E. Equipment, Trophies, Golf, Award Jackets, Rugby, Lacrosse, Archery, Boxing, etc.)	10.0	7.6

APPROPRIATIONS FOR WOMEN'S ATHLETICS

Year	Men	Women
1979	76.5%	23.5%
1978	73.7	26.3
1977	82.1	17.9
1975	85.0	15.0

SALES BY BIDDING
(Based on Dollar Volume)

1979	1978	1977
37.4%	45.3%	44.2%